

CITY COUNCIL

CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

No. 08-208, FD1

RESOLUTION

AUTHORIZING THE PROVISION OF FARE-FREE SERVICE ON THEBUS ON SUNDAY, OCTOBER 5, 2008, FOR INDIVIDUALS ATTENDING THE "CHILDREN AND YOUTH DAY" EVENT ON THE CAPITOL GROUNDS.

WHEREAS, the City finds that the "Children and Youth Day" event promotes family unity and instills solid values in the younger members of the community; and

WHEREAS, the City desires to promote attendance at this event and, at the same time, not contribute to increased traffic congestion; and

WHEREAS, the City feels that supporting this event provides an excellent opportunity to promote the use of public transit as a means of travel to and from community events; and

WHEREAS, the Department of Transportation Services requests that TheBus fares be waived for individuals traveling to and from this event under the conditions provided in Section 13-2.6, Revised Ordinances of Honolulu 1990 ("ROH"), as amended; and

WHEREAS, ROH Section 13-2.6(a) provides that the City Council may suspend the fare structure or any part thereof of the City bus system for a period not exceeding one week, provided, that any such suspension does not decrease the total average monthly fare collection, when full fares are collected, by more than five percent; and that such suspension be for the purpose of promoting the public ridership of the City bus system; and

WHEREAS, providing fare-free service on TheBus for this special event presents an opportunity for the City to promote ridership on the City bus system to residents who do not usually ride TheBus; and

WHEREAS providing fare-free service on TheBus provides an alternative to driving their own vehicle that will further decrease traffic congestion and eliminate parking problems and therefore promote attendance at this event; and

WHEREAS, the provision of fare-free service on City buses will not decrease total average monthly fare collection when full fares are collected by more than five percent; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that between 7:00 a.m. and 6:00 p.m. on Sunday, October 5, 2008, anyone carrying the



RESOLUTION

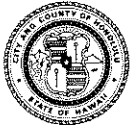
"Children and Youth Day" color brochure be allowed to ride TheBus to and from the event without paying a fare; and

BE IT FURTHER RESOLVED that in accordance with ROH Section 13-2.6, the Department of Transportation Services submit a written report to the Council within 60 days of the completion of the promotional project, which shall include at least the following:

- (1) A discussion of the community benefits, if any, gained from the promotional project, including an estimate, where possible, of the number of new daily riders of the city bus system resulting from the project;
- (2) Data on the number of riders using City buses during and as part of the promotional project, and the cost to the city of the project;
- (3) An evaluation of the overall success or failure of the project based on the number of riders who normally do not use transit, the reaction of new riders to the transit service, and the total ridership on Sunday, October 5, 2008, in comparison to ridership on Sunday, September 28, 2008; and
- (4) Recommendations on any future actions on similar requests to conduct promotional projects;

and

BE IT FURTHER RESOLVED that Oahu Transit Services, Inc. is required to provide ridership data to assist the Department of Transportation Services in evaluating the success or failure of this promotional project; and



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BE IT FINALLY RESOLVED that a copy of this resolution be transmitted to Oahu Transit Services, Inc. (TheBus services contractor), the Department of Transportation Services, and the Customer Services Department.

INTRODUCED BY:

Barbara Marshall (BR)

DATE OF INTRODUCTION:

September 2, 2008
Honolulu, Hawaii

Councilmembers

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII
C E R T I F I C A T E

RESOLUTION 08-208, FD1

Introduced: 09/02/08 By: BARBARA MARSHALL (BR)

Committee: COUNCIL

Title: RESOLUTION AUTHORIZING THE PROVISION OF FARE-FREE SERVICE ON THEBUS ON SUNDAY, OCTOBER 5, 2008, FOR INDIVIDUALS ATTENDING THE "CHILDREN AND YOUTH DAY" EVENT ON THE CAPITOL GROUNDS.

Links: [RES08-208](#)
[RES08-208, FD1](#)

CC-169 TODD APO DIRECT REFERRAL TO COUNCIL FLOOR FROM BUDGET COMMITTEE.

COUNCIL	9/24/08	RESOLUTION AMENDED TO FD1 ON THE COUNCIL FLOOR AND SUBSEQUENTLY ADOPTED AS RESOLUTION 08-208, FD1.
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APO	Y	CACHOLA	N	DELA CRUZ	Y	DJOU	N	GARCIA	Y
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KOBAYASHI	Y	MARSHALL	Y	OKINO	Y	TAM	Y
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I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this RESOLUTION.


DENISE C. DE COSTA, CITY CLERK


BARBARA MARSHALL, CHAIR AND PRESIDING OFFICER